

COMMUNICATIONS

This section presents statistics on the various communications media: postal service, telephone, telegraph, radio, television, newspapers, and books.

Hawaii is served by all major communications media. In 1977 it had 76 post offices handling 249 million pieces of mail and accounting for postal receipts in excess of \$43 million. There were 628,000 telephones in service (double the number ten years earlier), 274,000 telephone homes, 1.6 billion local calls originated, 7.0 million completed interisland calls, and 17.1 million incoming and outgoing transpacific calls. Telegraph messages to and from Hawaii in 1976 totaled 307,000. The thirty-four commercial and educational radio stations in the Islands early in 1978 included 26 on the regular broadcast band and eight FM stations. The State also had 15 television stations (13 commercial and two educational), including satellites but excluding translators. Ten cable TV companies served 87,000 subscribers. More than 96 percent of all households had television sets, and half of the adults surveyed watched three or more hours daily. Island publishers printed seven daily newspapers, numerous magazines and other periodicals, and a wide diversity of books. Newspaper circulation reported by the three English-language dailies averaged 211,500 in 1976, compared with 190,700 a decade earlier.

The major sources for statistics on communications are the reports and records of the U.S. Postal Service, Federal Communications Commission, CATV Division of the Hawaii State Department of Regulatory Agencies, Hawaiian Telephone Company, and Audit Bureau of Circulations, and *Hawaii Media Guide*. Data on communications for other States and for the nation as a whole are carried in *Statistical Abstract of the United States: 1977*, Section 19.

Table 261.—POSTAL SERVICE: 1967 TO 1977

Year	Number of post offices ¹	Gross postal receipts ² (\$1,000)	Pieces of mail handled (millions)
1967	80	15,881	149
1968	80	17,617	159
1969	80	20,178	172
1970	80	20,840	187
1971	80	21,976	201
1972	78	23,434	215
1973	77	27,100	226
1974	76	29,663	233
1975	76	33,549	238
1976	76	37,433	242
1977	76	43,790	249

¹ As of June 30. Includes all 1st-, 2nd-, 3rd-, and 4th-class post offices; excludes branches and stations.

² Years ended June 30.

Source: *Annual Report of the Postmaster General for 1967-1970*; *Statistical Abstract of the United States for 1967-1971*; U.S. Postal Service, Honolulu, records.

Table 262.—TELEPHONE SERVICE: 1967 TO 1977

Year	Telephones in service, Dec. 31			Local calls completed (1,000)	Interisland calls		Transpacific calls	
	State total	Oahu	Other islands		Paid ¹	Completed	Paid, in and out ²	Hawaii originated
1967	323,849	268,190	55,659	562,522	1,332,551	1,354,805	2,144,049	1,271,406
1968	352,196	291,317	60,879	585,071	1,624,206	1,649,734	2,594,151	1,558,008
1969	381,982	314,915	67,067	611,919	1,963,219	1,994,026	3,267,601	1,948,391
1970	414,165	339,952	74,213	631,543	2,288,320	2,317,727	3,753,449	2,257,208
1971 ³	445,995	365,733	80,262	667,542	2,569,758	2,607,521	4,476,130	2,517,860
1972	498,593	412,443	86,150	702,346	3,072,319	3,131,881	5,427,667	3,055,018
1973 ⁴	523,699	430,612	93,087	1,016,950	3,754,413	3,804,616	6,813,550	3,794,848
1974	544,718	444,359	100,359	1,078,658	4,494,314	4,564,049	8,619,719	4,775,288
1975	567,685	460,602	107,083	1,046,907	5,156,241	5,352,232	10,703,400	5,907,991
1976	596,952	480,937	116,015	1,138,003	5,850,827	6,139,528	13,621,200	7,448,194
1977	627,848	501,914	125,934	1,175,151	6,838,432	7,028,480	17,102,800	9,484,517

¹ Excludes uncollectables.

² Includes calls paid in Hawaii and elsewhere.

³ Defense Administrative Telephone System (DATS) taken over by Hawaiian Telephone Company in 1971. DATS telephones in service numbered 4,423 (all on Oahu) as of December 31, 1971.

⁴ The sharp increase in completed local calls is attributable in part to a change in the method of estimation.

Source: Hawaiian Telephone Co., records.

Table 263.—TELEPHONE SERVICE, BY ISLAND: 1977

Subject	State total	Hawaii	Maui	Lanai	Molokai	Oahu, except DATS ¹	DATS ¹	Kauai
Telephones in service ²	627,848	55,941	42,572	836	3,009	476,259	25,655	23,576
Residence main stations ²	273,860	24,363	18,546	593	1,425	218,421	—	10,512
Business main stations ²	67,869	6,237	7,743	103	357	41,604	12,075	2,750
Local calls:								
Originating ³	1,566,868,638
Completed ³	1,175,151,479
Interisland calls:								
Completed	7,028,480	1,515,366	1,445,579	3,321,166		746,369
Paid ³	6,838,432
Transpacific paid calls:								
Hawaii originating	9,484,517	574,431	795,437	7,824,649		289,950
Incoming and outgoing ³	17,102,800

¹ Defense Agency Telephone Service, all on Oahu.

² As of December 31.

³ Not available by island.

Source: Hawaiian Telephone Company, records.

Table 264.—TELEGRAPH MESSAGES: 1970 TO 1977

Year	Total messages	From Hawaii to Mainland			From Mainland to Hawaii		
		Total from Hawaii	Originated in Hawaii	Originated elsewhere	Total to Hawaii	Originated on Mainland	Originated elsewhere
1970	567,550	266,811	198,830	67,981	300,739	236,106	64,633
1971	419,188	201,600	135,581	66,019	217,588	154,506	63,082
1972	392,596	189,214	122,792	66,422	203,382	141,682	61,700
1973	385,823	198,693	136,747	61,946	187,130	116,850	70,280
1974	382,281	185,204	100,321	84,883	197,077	125,319	71,758
1975	346,851	166,700	81,986	84,714	180,151	110,390	69,761
1976	307,036	156,235	70,692	85,543	150,801	80,638	70,163
1977	277,748	142,903	61,512	81,391	134,845	70,826	64,019

Source: Federal Communications Commission, Common Carrier Bureau, records.

Table 265.—PAID CIRCULATION OF DAILY AND SUNDAY ENGLISH-LANGUAGE NEWSPAPERS: 1967 TO 1977

Year	Honolulu Advertiser ¹	Honolulu Star-Bulletin ¹	Sunday Star-Bulletin and Advertiser ²	Hawaii Tribune-Herald ³	
				Daily	Sunday
1967	67,550	112,182	160,147	10,944	11,124
1968	70,135	115,688	166,171	11,645	11,813
1969	71,835	119,148	168,034	12,473	12,706
1970	74,318	123,765	174,069	13,125	13,469
1971	74,441	124,601	177,929	13,851	14,167
1972	72,723	126,341	181,452	14,250	14,683
1973	74,799	129,561	187,648	15,669	16,045
1974	76,196	121,163	184,528	15,724	16,253
1975	71,937	113,541	179,790	15,843	16,560
1976	75,260	117,514	188,418	16,342	17,359
1977	77,597	117,560	193,143	16,346	17,698

¹ Published daily, Monday through Saturday. Data are six-day averages for six-month periods ended September 30.

² All data are averages for six-month periods ended September 30.

³ Published daily, including Sunday. Data are averages for the fourth quarter (October through December) through 1972 and for six-month periods ended September 30 beginning in 1973.

Source: Audit Bureau of Circulations data supplied by the Hawaii Newspaper Agency, Inc., and the Hawaii Tribune-Herald.

Table 266.—PERIODICALS PUBLISHED IN HAWAII: 1978

Frequency	Newspapers ¹		Magazines and other periodicals
	English	Foreign language	
Daily or 6 times weekly	3	4	—
2 or 3 times weekly	3	—	1
Weekly	2	—	18
Semi-monthly or biweekly	1	—	10
Monthly	—	—	22
2 to 10 times annually	—	—	8

¹ The daily newspapers are: *Honolulu Advertiser*, *Honolulu Star-Bulletin*, and *Hawaii Tribune-Herald* (Hilo), all English-language; *Hawaii Hochi* and *Hawaii Times*, both bilingual (Japanese and English); and *New China Daily Press* and *United Chinese Press*, both Chinese. All but the *Hawaii Tribune Herald* are published in Honolulu.

Source: Aloha United Way, *Hawaii Media Guide* (1978).

Table 267.—BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE UNIVERSITY PRESS OF HAWAII: 1972 TO 1977

Year	Published titles ¹		New books and journals published ²		Volumes sold ²	Sales revenues ² (dollars)
	Cumulative total	In print	Books	Scholarly journals		
1972 ³	287	231	23	4	(NA)	317,812
1973	319	263	32	4	60,310	402,054
1974	348	283	29	4	66,741	430,069
1975	385	308	37	4	88,799	470,386
1976	431	349	45	4	107,065	511,953
1977	470	378	39	4	140,345	575,006

NA Not available.

¹ As of June 30.

² Year ended June 30.

³ The University Press of Hawaii was established July 22, 1971, by combining the former University of Hawaii Press and East-West Center Press.

Source: The University Press of Hawaii, *Annual Report* (annual).

Table 268.—COMMERCIAL AND EDUCATIONAL RADIO AND TELEVISION BROADCASTING STATIONS IN HAWAII: JANUARY 1, 1978

Kind of station	Commercial stations	Educational stations
Radio, AM	25	1
Radio, FM	8	—
Television, except satellites	7	2
Television satellites	6	—

Source: Federal Communications Commission, Policy and Rules Division, Policy Analysis Branch, records.

Table 269.—TELEVISION WATCHING: 1976

[Based on telephone interviews with 1,000 adults on the six largest islands, conducted in November and December 1976.]

Hours of television watched per day	Percent
Total	100.0
None	6.0
One hour or less	19.1
Two	23.5
Three	18.7
Four	16.3
Five	6.0
Six	3.6
Seven or more hours	5.3
Don't know or refused	1.5

Source: Survey & Marketing Services, Inc., *Analysis of Service and Development of Performance Measurements for State of Hawaii Libraries, Vol. II, A Survey of Residents in Relation to Public Library Use* (Hawaii State Department of Education, Office of Library Services, February 1978), table 4-A, p. 15.

Table 270.—TELEVISION HOUSEHOLDS: SEPTEMBER 1, 1977

Subject	Number
All households	267,100
Television households	257,500
Percent	96.4

Source: NSI audience reports from A.C. Nielsen Co., cited in Standard Rate & Data Services, Inc., *Spot Television Rates and Data*, Vol. 60, No. 1, January 15, 1978, p. 15.

Table 271.—BROADCAST REVENUES AND EXPENDITURES OF COMMERCIAL RADIO AND TELEVISION STATIONS: 1970 TO 1976

Calendar year	Commercial radio				Commercial television			
	Number of stations		Broadcast revenues (dollars)	Broadcast expenses (dollars)	No. of stations ¹		Broadcast revenues (dollars)	Broadcast expenses (dollars)
	In operation	Reporting			In operation	Reporting		
1970	26	25	5,757,859	6,244,077	10	5	7,583,908	8,669,866
1971	27	25	6,247,860	7,018,848	10	5	8,308,597	8,683,276
1972	25	25	7,153,196	7,680,250	10	5	9,400,834	9,375,975
1973	26	25	7,466,577	8,067,173	10	5	10,336,947	9,215,651
1974	28	27	8,138,284	8,942,108	10	5	11,824,511	10,811,204
1975	28	26	8,101,051	8,959,057	10	5	13,752,738	12,265,357
1976	27	27	8,636,100	10,069,359	10	5	16,498,018	14,546,686

¹ Six of the ten stations in operation are satellites. Only one of these satellites reported revenue and expense figures for the years covered.

Source: Federal Communications Commission, Policy Analysis Branch, records.

Table 272.—CABLE TELEVISION COMPANIES, 1961 TO 1977, AND SUBSCRIBERS, 1970 TO 1977
[As of December 31]

Year	State total	City and County of Honolulu	County of Hawaii	County of Kauai	County of Maui
Companies:					
1961-1962 ¹	1	1	—	—	—
1963	2	2	—	—	—
1964-1967	4	4	—	—	—
1968	5	4	—	—	1
1969-1970	6	5	—	—	1
1971-1972	7	5	—	1	1
1973	8	5	1	1	1
1974	10	5	3	1	1
1975	10	5	3	1	1
1976	10	5	3	1	1
1977 ²	10	5	3	1	2
Subscribers:					
1970	12,091	11,066	—	—	1,025
1971	13,718	12,581	—	37	1,100
1972	16,887	14,732	—	478	1,677
1973	21,826	18,315	501	950	2,060
1974	34,041	25,979	4,420	1,300	2,342
1975	54,609	43,172	7,019	1,500	2,918
1976	71,499	57,333	9,087	1,651	3,428
1977	87,187	67,607	13,960	1,952	3,668

¹ The first CATV company in Hawaii, Kaiser-Teleprompter, began service April 20, 1961. State regulation of CATV was authorized by Act 112, S.L.H. 1970, effective June 19, 1970.

² One company provided service to both Hawaii and Maui Counties.

Source: Hawaii State Department of Regulatory Agencies, CATV Division, records.

Table 273.—GROSS REVENUES OF CABLE TELEVISION COMPANIES: 1974 TO 1977
[In thousands of dollars]

Year	State total	City and Co. of Honolulu	Co. of Maui	Co. of Hawaii	Co. of Kauai
1974	2,259	1,561	218	370	111
1975	4,583	3,266	385	737	196
1976	6,321	4,725	343	1,046	207
1977	7,929	6,171	344	1,173	241

Source: Hawaii State Department of Regulatory Agencies, CATV Division.

Table 274.—POSTAGE, TELEPHONE, AND TELEGRAPH RATES, AND NEWSPAPER PRICES: 1970 TO 1978
[In dollars]

Year (as of July 1)	Postage rates (letters, < 1 oz.)		Telephone rates (including tax) for Honolulu					Telegraph rate per full-rate word (non-coded)	Newspaper price ¹	
	Surface	Air	Local call, pay phone	To Hilo ²	To San Francisco		Monthly charge ³		Daily	Sunday
					Direct dialing ⁴	Operator handled ²				
1970	0.06	0.10	0.10	0.99	...	4.29	9.90	0.21	0.10	0.25
1971	0.08	0.11	0.10	0.99	...	4.29	9.90	0.21	0.15	0.35
1972	0.08	0.11	0.10	0.99	4.29	4.29	10.12	0.21	0.15	0.35
1973	0.08	0.11	0.10	0.97	3.27	4.25	10.63	0.21	0.15	0.35
1974	0.10	0.13	0.10	0.97	2.59	3.40	10.53	0.21	0.20	0.45
1975	0.10	0.13	0.10	0.96	2.57	3.37	10.17	0.21	0.20	0.50
1976		0.13	0.10	0.95	2.39	3.34	10.07	0.21	0.20	0.50
1977		0.13	0.10	0.94	1.86	2.84	9.98	0.21	0.20	0.50
1978		0.15	0.15	0.94	1.84	2.81	11.86	0.21	0.20	0.50

¹ Street sales, *Honolulu Advertiser* and *Honolulu Star-Bulletin*.

² Station-to-station operator-handled daytime weekday calls, first three minutes.

³ For an individual residential line.

⁴ Daytime calls, first three minutes. Direct dialing was introduced January 16, 1972.

Source: Office of the Postmaster General, records; Hawaiian Telephone Co., records; Federal Communications Commission, records; newspaper mastheads.